



***Madison County, Virginia  
Board of Supervisors***

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**Office of Economic Development & Tourism**

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**Regional Partnership aims to bring Fiber Broadband to Madison County**

Madison, Va. – Efforts to provide broadband internet service in Madison County took a leap forward after announcing a proposed partnership with the energy utilities serving the community.

Firefly Fiber Broadband<sup>SM</sup>, a wholly-owned subsidiary of Central Virginia Electric Cooperative, and Rappahannock Electric Cooperative (REC) have partnered to advance a rural fiber-to-the home project that aims to deliver fiber-optic broadband service to unserved households and businesses, subject to regulatory and funding approvals.

Firefly Fiber Broadband<sup>SM</sup> is currently conducting a study across a regional, 12 county area, which includes identifying every unserved location in Madison County. The areas identified in this study will be included in a Virginia Telecommunications Initiative (VATI) grant application. The project, touching parts of 12 counties across central Virginia, could extend access to more than 35,000 Virginians who currently lack access to reliable broadband services, including about 2,100 unserved locations here in Madison County.

This partnership marks a major milestone in ensuring residents have access to quality internet service. REC is installing fiber to improve system reliability and resiliency. Firefly will then lease the “middle-mile” fiber to provide broadband access.

Firefly’s President Gary Wood applauds the Madison County Board of Supervisors for their efforts to secure reliable, high-speed internet to local households and businesses. Doing so will bring improved education services, new job opportunities, and the potential to attract new businesses.

"The County's support for this partnership represents one of the most proactive public investments in at least a generation. True broadband in more Madison homes will not only eliminate educational barriers for today's school-aged children, but also set the stage for more of them to return in the future to fulfilling (and high paying) careers as young adults" stated Madison County Board of Supervisor Member Kevin McGhee.

#### How to Be Sure Your Home or Business is Included:

The project is intended to cover all possible locations that do not have access to broadband meeting the minimum qualifying service speeds that the Commonwealth of Virginia has established which are 25 mbps download and 3 mbps upload from a fixed wireless or wired connection. If you only have access to satellite or cell phone for internet service, you are considered unserved. If you have connections to a fixed wireless service or have DSL or other phone service and your speeds do not reliably meet the 25/3 threshold, you are considered unserved.

Your help is needed to define the final unserved area map. **Please visit [www.fireflyva.com/rise](http://www.fireflyva.com/rise)** from your home computer using your home internet connection and follow the link to complete a short survey providing your address and what internet service options you have. If you have fixed wireless or wired internet service, we will also ask that you run a speed test once you have completed the survey; satellite or cell phone services will not be required to run the speed test.

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